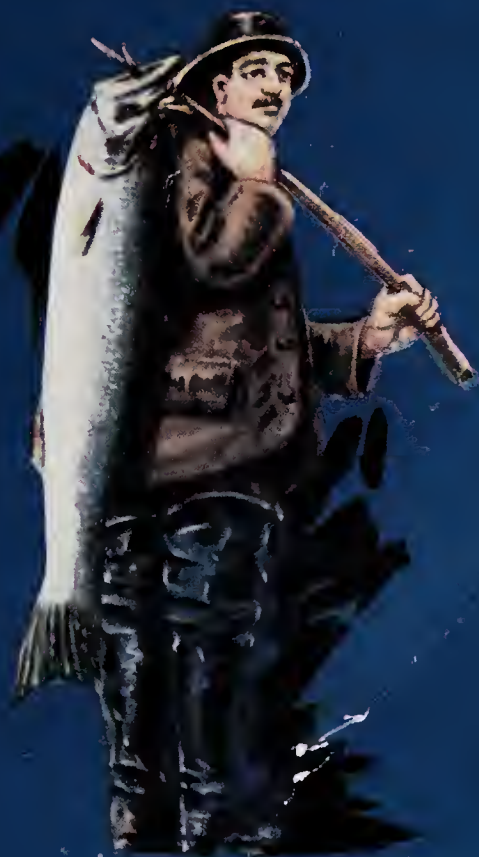
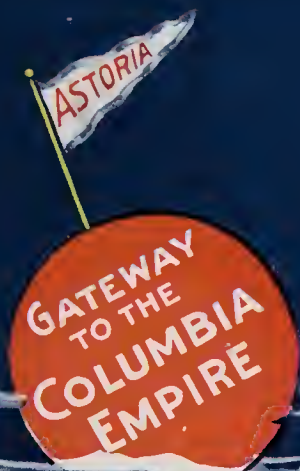


Astoria

CLATSOP COUNTY

Oregon





SOME OF ASTORIA'S NEW HOTELS

1. Hotel Elliott. 2. Barton Inn. 3. Hotel Astoria. 4. Norblad Hotel. 5. Hotel Barton.

The Land of
BETTER LIVING

BEING, IN FACT, A TRUTHFUL
EXPOSITION OF ASTORIA AND
CLATSOP COUNTY, OREGON

The Gateway of the Great Columbia Empire of Oregon,
Washington, Idaho and Montana, through which
the world will trade, to which the tourist, the
farmer and the manufacturer will come.



Issued by authority of
THE ASTORIA CHAMBER OF COMMERCE

1925



IN THE VALLEY OF THE NEHALEM

OUR PURPOSE

THE AIM of the Astoria Chamber of Commerce is the good of Astoria. The purpose of this booklet is to acquaint you with Astoria and Clatsop county.

We who know Astoria love it. One of the fine things about the Oregon Country is its youth. It is a Land of Better Living. It is unspoiled—and we believe that Astoria and Clatsop county are the sweetest sections of this land of ours.

Astoria is growing, but we would have it grow faster. In this booklet we seek to acquaint you with our city and county, content in the knowledge that if you know Astoria and Clatsop county as we do you will wish to join us here.

The Astoria Chamber of Commerce is sincere in its desire to aid Astoria, its people and prospective Astorians. This sincerity extends to all its service. It does not believe in exaggeration or vain-glorious braggadocio. It does not stoop to false representation. Ends gained by subterfuge are bitter ends.

We would rather an industry did not come to Astoria than that it should come here and find the city unsuitable. We would rather eschew new Astorians, than that they should come here and be disappointed.

In this booklet we are trying to tell and show you something of Astoria. The Astoria Chamber of Commerce places its bond upon all within this book. It is sincere. It is true.

But this little book cannot tell the whole story. It cannot say all that we would wish to say about Astoria. It cannot picture all that we would wish to show you.

If our land lures you, write us. All of the facilities and information of the Astoria Chamber of Commerce are at your disposal, and you will find them as free, as sincere, as true, as our book.



YOUNG'S RIVER, A MID-COUNTY WATERWAY; SADDLE MOUNTAIN, SPECTACULAR PEAK, AND RICH TIDELAND DAIRY COUNTRY

OUR CREED

We Believe—

That “westward the course of empire takes its way”—that empire’s fullest star stands over the Pacific West—that here in the Great West, here in the Last West, the dreams of our path-finding pioneer forefathers will find fulfillment;

We Believe—

In Oregon—in her historic past—in her romantic present—in her splendid future;

We Believe—

In Clatsop County; in its wealth of timbered mountains; in its rich, alluvial valleys; in its rolling plains and hill-lands; in its teeming streams and sea-coast;

We Believe—

In the Columbia river as the salmon stream pre-eminent, that as surely as the steps of the first white men followed the Columbia river to the sea, so surely will the steps of men and the tracks of traffic always follow the course of the Columbia down to the sea—at Astoria;

We Believe—

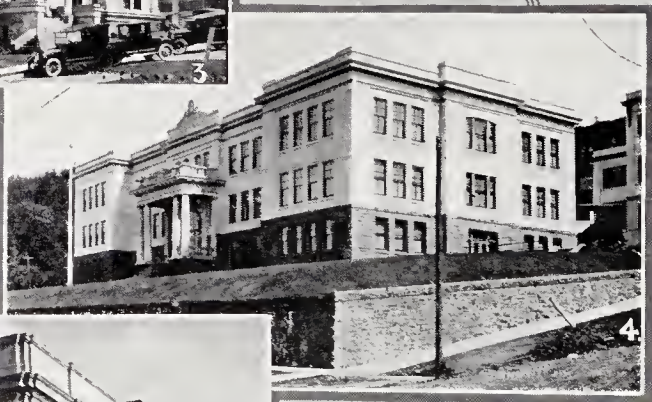
In Astoria;

We Believe—

That the vision of those who founded Astoria as the first American settlement on the Pacific Slope was a true vision; that they chose for Astoria a position which shall ever become more important in the life of America; that Astoria’s natural position and the ardor of Astoria’s citizenry will make it one of the great Pacific ports; that it can remain forever the Salmon Capital; that its forward strides will carry it into the front rank of cities;

We Believe—

That the spirit of our Founding Fathers was re-awakened in our Trial by Fire and that the ardor of the reincarnated city will carry Astoria forward as a community of cooperative action to the goal of our most sanguine dreams.



1. MASONIC TEMPLE. 2. COURT HOUSE. 3. CITY HALL. 4. HIGH SCHOOL.
5. ASTORIA NATIONAL BANK.

INTRODUCING ASTORIA

IN PSALM XLVI, that Psalm of Hope, David sang: "There is a river, the waters whereof shall make glad the City of God". It is about the Columbia river that the essential elements in Astoria's history, Astoria's prosperity and Astoria's future cluster.

Sir Francis Drake was seeking a river when he skirted the Oregon coast, naming it New Albion. In that ancient day the River was the thing men sought. It was the River that men found. The City followed after.

Three centuries to a year after the discovery of America, Captain Robert Gray, Boston mariner, found the elusive River of the West and sailed into what is now Astoria's harbor, naming the stream after his gallant vessel, the Columbia. The site was found, but still there was no Astoria.

In 1805 the Lewis and Clark expedition fought its way down the stream, camped first on Tongue Point, just eastward of the city, and later wintered on the Lewis and Clark river nearby. Nor was Astoria yet to come into being.

The white men came again in 1811, when John Jacob Astor's fur-traders came in the Tonquin and founded Fort Astoria. That was the city's beginning.

Astoria fell into the hands of the British in the War of 1812, was restored by the Treaty of Ghent, and remained in American hands through the critical period of Oregon history prior to the establishment of the provisional government, although it was under the domination of the Hudson's Bay company.

Thus Astoria is the oldest American city west of the Mississippi river. Already it is a land of pilgrimage for the student of early American history in the west. In a day to be Astoria will rank with Plymouth and Jamestown as an American shrine.

Astoria grew gradually through the frontier period, and became the premier salmon city of America. Hampered for many years by an inadequate harbor entrance, the city's really modern development has all come within a period of 15 years.

HER RECOVERY FROM FIRE

Though the oldest American city west of the Mississippi, Astoria is in many respects the newest in the land.

December 8, 1922, fire swept the heart of Astoria, leaving behind it a desert of ashes 40 acres in extent where the business district had been. The loss was in excess of \$11,000,000. The peculiar nature of the city's construction before the fire left it in a pitiable condition afterward, with no streets penetrating the devastated district, where the ground level was nine feet below the bordering thoroughfares.

The problems of reconstruction were tremendous.

Pass swiftly over those years of toilsome rebuilding. This booklet is not a record of past dramas, of deeds done. It is a record of the attainments of the present—and it attempts a glimpse into the future.

Today Astoria is a city of 15,000 people. It is the only city in America up to many times its size with a sub-surface wiring system throughout its business district.



1. ELKS TEMPLE. 2. ASTORIA SAVINGS BANK. 3. LABOR TEMPLE. 4. LIBERTY THEATRE.
5. BIRDSEYE VIEW CITY OF ASTORIA.

In the reconstruction its streets were widened to care for the peculiar needs of the modern multiplying motor traffic. The streets are of heavy concrete construction, with tunnels beneath for the carrying of service pipes and wires.

More than \$7,000,000 has been spent in this reconstruction. Nearly 100 new, modern, fireproof buildings have arisen since the fire. Their construction has been governed by a strict building code carrying the most modern requirements and provisions.

In the readjustment after the fire, the obsolescent street railway system was discarded in favor of modern motor bus service.

Astoria has embarked upon an extensive school construction program as a postscript to its rebuilding. It has greatly improved its water system. Its electric power supply has been more than doubled.

Even the city's government is modern. Providentially, within three weeks from the time the city was destroyed by fire, a new charter became effective, putting the city manager form of government at the reins.

The results have been reflected in the astonishing recovery of the city from its ashes. Not only was the reconstruction complete within less than two years after the holocaust, but the city had actually attained a more sane and stable basis than before it was scourged with flame.

Despite the burdens of reconstruction, Astoria's public credit is far better than before the disaster, a consummation attributable directly to the operation of the city manager form of government and to the willingness of the reawakened citizenry to face facts and to meet them.

A NOBLE THRONE

Seated upon one great peninsular ridge protruding into the Columbia estuary, Astoria queens it over the Gateway to the Columbia Empire. The Columbia river, seven miles wide, lies to the north. Young's river, a mile wide, is at the city's back. Westward is the sea—and eastward is all the wealth of the Columbia basin.

The climate of the Oregon coast is beneficent. The annual rainfall averages about 60 inches. The lowest temperature shown by records running back over many years was eight degrees above zero. The hottest day on record saw the mercury at 96 degrees. Annual snowfall averages three inches. The average mean temperature throughout the year is 50.43 degrees. The mean average for winter is 43.95 degrees; for spring, 52.80 degrees; for summer, 59.48 degrees; for fall, 45.5 degrees.

A MODERN, MODEL CITY

In the reconstruction of Astoria after its fire disaster the latest engineering ideas were employed to give to the new city every factor of modern development possible.

The streets of the city are nine feet above the grade of the ground upon which the business section of the city stands. Thus when buildings are erected the excavation of a basement is avoided.

The retaining walls along the curb lines are of the modern "chair" type of construction, which gives a tunnel under the edge of the street in which

the service wires and pipes are run. In the center of the streets the trunk sewers run inside of protecting tunnels which make it possible to reach any portion of the sewer without tearing up the street.

The pavement is of concrete seven inches in thickness throughout the entire business district.

The streets are brilliantly and beautifully lighted with an ornamental street illuminating system which lifts gleaming opalescent globes on the peaks of attractive pressed metal standards in ordered ranks along the thoroughfares. The lights are controlled by a master switch system, the illumination starting automatically as darkness makes the light needed.

No ugly wires and poles clutter the air above the streets and walks. No power lines carry danger through the atmosphere. All are conducted beneath the streets in tunnels.

The pavement carries no car tracks to catch wheels and slow up traffic. The city's traction needs are met by the operation of a modern motorbus system in which giant motor streetcars carry the intra-city passengers more rapidly, more comfortably and more efficiently than did ever the street railway which they superseded.

The strict building code under which the new Astoria was built made the city's business section practically fireproof. There are no flimsy structures, no fire-traps, no ugly, antiquated buildings. Every business structure in downtown Astoria has been built since January 1, 1923, and every one is constructed as only a building can be built which embodies all of the latest ideas in the planning and construction of a business edifice.

The result of this modern construction, coupled with the operation of the city's highly efficient fire department and the new fire alarm telegraph system, has been low insurance rates which have practically reached the absolute zero. Where before the fire disaster, insurance rates in Astoria were extremely high, the lessons learned in the school of fire, employed in the planning and development of the new city, have brought insurance rates to a point than which there is no lower.

CRYSTAL MOUNTAIN WATER

Astoria's water supply comes through a new 21-inch steel pipeline from the headwaters of Bear creek, 12 miles east of the city. The supply is pure and adequate. No typhoid or other disease has ever been traced to the city's water supply.

The post-disaster Astoria is admirably supplied with modern hotel buildings. Where hotel accommodations were a problem before the Great Fire, the supplying of this need was one of the first considerations in the reconstruction of the city.

The primary element in Astoria's hotel system is, of course, the Hotel Astoria, an eighty-story structure, building at a cost of \$400,000 by public subscription, so that it is essentially a community enterprise.

In addition to this hostelry, which is without equal in the entire State of Oregon, excepting Portland, there are seven other entirely new and modern hotels, with still others in prospect. Astoria needs more hotels than the average city of its size because of the immense tourist trade which flows down the Columbia to Astoria in the summer season.

INTRODUCING CLATSOP COUNTY

CLATSOP COUNTY is the northwestern-most corner of Oregon. Roughly 30 miles square, it has a frontage of 44 miles on the Columbia river and 35 miles on the Pacific ocean.

The major portion of the county is still covered with virgin timber. Vast areas of these forests, containing some of the finest timber in the world, are still uncut, and constitute a resource of enormous value.



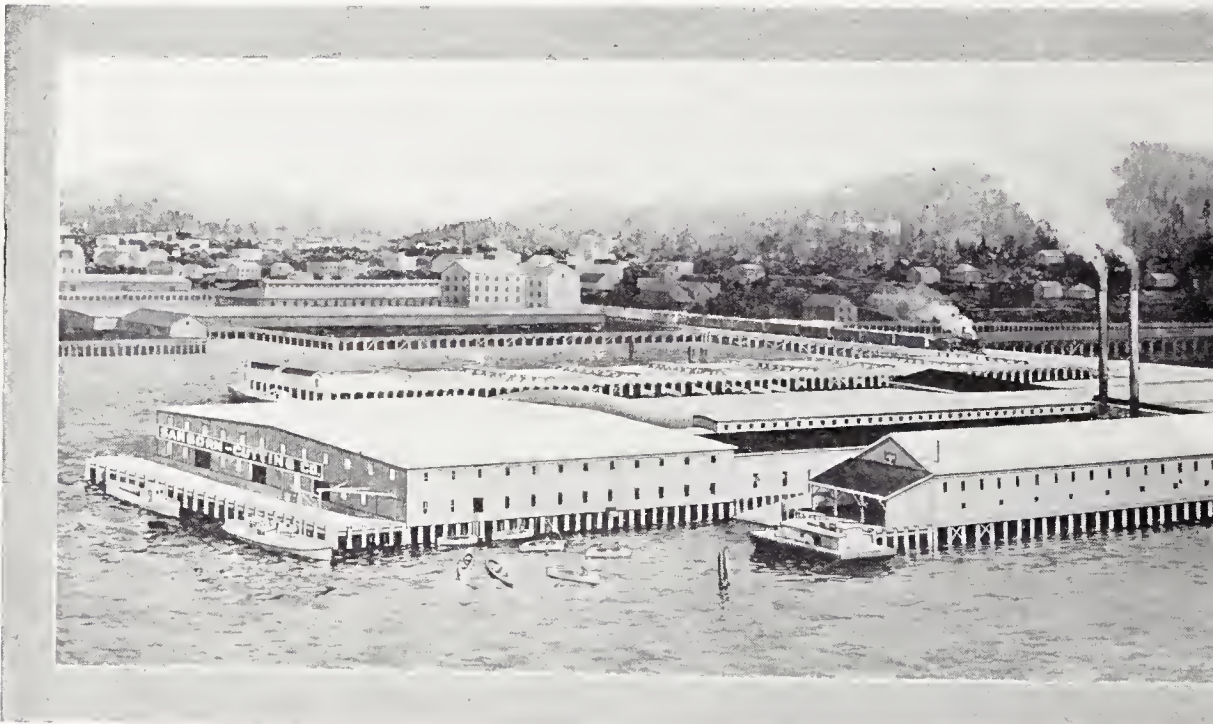
A STICK OF CLATSOP AIRPLANE SPRUCE

Along the Columbia river frontage on the north of the county, along the tidal tributaries of the great stream, and again along the ocean front, are tracts of land which have proved so suitable for dairying that the prosperity of the Clatsop dairy farmer has become an axiom in the agricultural west.

The valleys and uplands of the interior of the county are fertile, blessed with abundance of rainfall, and highly productive when brought under cultivation. This cheap land, its cultivation and development constitute a constant challenge to the man who wants to make his own farm, to grow the crops he chooses and to strike out into new lines.

In addition to Astoria, which is the county seat, Clatsop has four incorporated towns—Seaside, Warrenton, Hammond and Gearhart, all located along the coast to the west of Astoria. Wauna and Westport, on the Columbia river east of Astoria, are lumber milling centers. Knappa, Brownsmead, and Svenson are agricultural towns east of Astoria. Warrenton is a lumber milling, agricultural and industrial city. Hammond is the residence of a fishing population. Seaside, Gearhart, and Cannon Beach are summer resorts, although Seaside has become a year-round city and is the second largest in the entire county. Jewell, Hamlet, and Elsie are agricultural centers in the fertile valley of the Nehalem river, which flows through the southern part of the county.

Centering about Astoria, these towns and cities are all active, progressive, influential entities. Each has a future in its line, while the county of which they are the populous points presents a rich lode of opportunity for the home-seeker. Proven land available at a fair price, undeveloped land which may be had very cheaply; lines of activity for men of any craft; all of these things insure to the prospective citizen of Clatsop a sure livelihood, while the wide, rich, beautiful land in which we live can hardly fail to make a happy home.



A COMBINED SALMON AND VEGE

Federal statistics covering a period of years invariably place Oregon at or near the top among the states of the Union in the smallness of infant mortality, and just as regularly, Astoria stands as that city in Oregon where babes have the best chance of surviving the critical first year.

More, Astoria has been ranked at the very top of all the cities in the United States where tots have the best opportunity of clearing the hazards of infancy.

The same condition is reflected throughout the mortal span. Astoria and Clatsop county have an exceptionally healthful climate. Although essentially a watering place and beach resort, Seaside has been growing constantly in importance and in favor as a health resort. Physicians and specialists in increasing numbers are sending convalescents and other patients to Seaside and the other Clatsop beaches for the beneficial effects of the mild, cool climate.

THE WORLD'S SALMON CENTER

WHEN ROBERT GRAY, Boston mariner, sailed into the Columbia River, May 11, 1792, he found the natives at the entrance to the stream subsisting on salmon.

When Lewis and Clark came down the great river from the east they too found salmon the principal article of Indian diet.



TABLE PACKING PLANT AT ASTORIA

The early pioneers subsisted largely on salmon. The Indians lived by salmon.

Today the Indians are gone, but thousands of white people, gathered about the mouth of the Columbia in the group of cities of which Astoria is the me-

tropolis and focal point, live by salmon as surely as did the Indians of more than a century ago.

When Captain Gray discovered the Columbia River the fame and name of the Columbia River salmon had spread far among the Indians of the whole vast Columbia basin.

Today the Royal Chinook salmon, named after one of the Indian tribes at the mouth of the Columbia, is known in every country in the world. As salmon is the premier food fish of the world, so the Chinook is the king of all salmon, as its royal name would indicate.

The Pacific Coast of America has other wonderful salmon fisheries, but none of them produce fish which compete, either in the estimation of the epicure or of the world market, with the Royal Chinook salmon of the Columbia



SALMON SEINING NEAR ASTORIA

River. There is always a demand for Columbia River Chinook salmon. The packers are never able to secure sufficient supplies of the fish.

This inability to meet the demands of the market, however, must not be taken to indicate that the supply of the Columbia River's royal fish is dwindling. The Columbia River is the only salmon fishery in the entire world which has maintained its run in the face of exploitation.

Puget Sound has become a negligible quantity in the quality salmon world. The Fraser River has gone from a stream packed with fish to one where the salmon are almost extinct. Alaska's "Silver Horde" in a few years

fell off from a seemingly endless supply of wealth to a shrinking resource, until the federal government stepped in to save the salmon.

The other fisheries have dwindled before the organized onslaught of man, but the Columbia River has held its own.

By virtue of protective legislation and energetic artificial propagation, the Royal Chinook salmon has been saved from extermination. For years Oregon has spent vast sums to save its salmon. Some of the measures have been good, some have been bad. Some of the men who have administered the work have been actuated by lofty motives, some by gross greed. But the work which has been done has been so much better than none at all that the salmon of the Columbia River not only have survived, but even have increased.



SALMON PACKING OPERATIONS

Oregon's salmon protective and propagation program, carried out honestly and indefinitely, should be able to perpetuate the salmon and save to the Columbia River this ancient heritage which has come from the dim ages of the world's beginning and which will continue, with the help of God and man, through the dimmer ages yet to come.

The salmon fisheries of the Columbia River center at Astoria. The majority of the salmon canneries are located in the city itself. Others have their

situations in small towns located along the river and tributary to Astoria. Practically the entire pack of Columbia River salmon is handled over the Port of Astoria terminals, now that cargo shipments have supplanted those by rail in the distribution of canned salmon.

Not excluding logging and lumbering, the salmon industry is the most important in Astoria. It employs thousands of persons, in the catching, in the handling, in the canning and the distribution of the fish. It brings six millions of dollars to Astoria each year, and at the same time does not destroy forever a resource as does the lumber industry.



THE PORT OF ASTORIA TERMINALS, LOOKING OUT TO THE

The salmon industry on the Columbia River might be likened to agriculture. The seed must be sown in the shape of small fry released from the hatcheries where artificial propagation is practiced. There is no cultivating, for without it the harvest comes into the nets.

THE PORT OF ASTORIA

COMMERCE FINDS the line of least resistance as surely as does water. The entire history of the movement of the world's products has been that, ultimately, trade flows by the easiest routes.

Trade runs down hill just as water does, and where water runs, trade runs too.

That is the fundamental fact behind Astoria's growing position as a seaport. It is not necessarily the sea which makes a seaport. The finest harbor



MOUTH OF THE COLUMBIA RIVER, ONLY 10 MILES AWAY

in the world would be useless if there was nothing to ship out of it, and no way to distribute economically the goods shipped in to it.

There are four great river systems in the United States—the St. Lawrence, the Mississippi, the Colorado and the Columbia. The first and second have

reached a wonderful stage of development and of activity in world shipping. The third, through the nature of the territory which it embraces, will never challenge the others. The fourth is now just coming into the beginning of its great era of development.

This enormously productive river basin which is drained by the Columbia River is all tributary to Astoria. Circumstances of early development, of crossing trade routes and of temporary bars have served to delay the burgeoning of trade of the Columbia River basin, but these obstacles are passing or have passed and today more than ever before ocean trade is moving in and out of the Columbia River through Astoria.



GIANT LOG RAFT GOING TO SEA FROM PORT OF ASTORIA

It is significant that there are only two American cities of more than 250,000 population which are not ports. Most of the large centers are seaports. Others are lake ports and a few are only river ports, but all of the really pre-eminent cities in America, and this largely holds true for all civilized cities, are seaports with deepwater harbors.

Although Astoria is the oldest American city west of the Mississippi River, its growth was arrested for many decades by the undeniable fact that the entrance to the Columbia River was difficult and a dangerous port for ships. The Columbia River was the first American seaport on the Pacific Coast, but this fact of difficult entrance enabled other ports to draw ahead of it.

Only within the past few years has this barrier to our progress been removed. Astoria cannot yet lay claim to a position with the leaders of Pacific trade, but its commerce has been increasing at a rate which insists that Astoria be considered in all surveys of the future commercial and marine business of the American west and of the Pacific world.

There is but one water-level breach in the Cascade and Sierra Nevada Mountains. This is the valley out by the Columbia River. All of the products of the Inland Empire roll almost by gravity down the long, long water-level grade to Astoria. All of the products consumed in this vast territory, only now trembling on the verge of its awakening, can be taken from Astoria to the far-flung regions of the Columbia Basin up the grade of the great river with a minimum of effort and without exorbitant freight charges.

Even products from east of the Rocky Mountains find the sea at Astoria with less expense than anywhere else.

There are indications, as yet indefinite, that within the near future still other transportation systems will seek to participate in the undoubted benefits of a Columbia River outlet to tidewater by extending their steel roads to Astoria.

One of the essential advantages of the Port of Astoria is that its huge terminal system is only ten miles from the open sea. After a vessel picks up her pilot in the open Pacific until she is safely berthed at the Port of Astoria terminals is only a matter of about an hour.

The Port of Astoria terminals are excellently equipped to handle any amount and type of business. All of the apparatus installed in them is of the most modern type. Vessels are handled with the utmost expedition and this, coupled with the proximity of the terminals to open sea, induces exceptional speed in the loading or discharging of steamers.

The terminals are situated strategically in the western portion of the city. Besides the property occupied by the present terminal system, the Port of Astoria owns a large additional area where further piers can be constructed as expansion is required.

OUR TIMBER TREASURE

LUMBER MANUFACTURING in Astoria and the territory immediately adjacent to the city is not carried on as intensively as the location, opportunities and resources of the district warrant. There will come a day, sooner or later, when Astoria will be the center of greatly increased lumber milling and forest product manufacturing.

The facts on which such a prediction are based are several.

1. Tributary to Astoria is one of the largest bodies of merchantable timber in the world.

2. Mills located at or near Astoria have the distinct advantage of tide-water cargo shipping facilities in addition to main-line rail distribution.

3. Excellent sites conveniently situated are available in any size or number.

In respect to this first reason: Of all of the softwood timber in North America, 80 per cent stands on the Pacific Coast. Oregon is the principal timber state on the Pacific Coast, having one-fifth of the standing, merchantable timber in the United States.

Clatsop County is one of the leading timber counties of the State of Oregon, with more than ten billion feet of standing, merchantable timber

within its borders. The timber in Clatsop County itself, however, is only a minor part of that which is directly tributary to Astoria. The forests of Columbia County, Oregon, and of Pacific and Wahkiakum County, Washington, are also tributary to the Columbia River, and to Astoria—for the Columbia River flows past the city to the sea.

Recent developments of ocean log rafting have made tributary to Astoria the enormous stands of wonderful timber which are adjacent to small coastal bays and rivers which of themselves are not suitable for ocean shipping and which therefore will never support large lumber milling projects. The invention and perfection of the Davis raft has made it possible to raft logs cheaply from these small coastal harbors of Oregon and Washington to the Columbia River for manufacture. This has been done for the past several years on a small scale, and gives promise of ultimate development along very active lines, making it possible for sawmills at Astoria to count upon an almost perpetual supply of logs.



AN ASTORIA LUMBER MILL

The timber adjacent to Astoria is of various types, suitable for many different uses, and all of the highest quality.

Because of its enormous quantity and unusual fineness, spruce is Clatsop County's most famous timber. Immense forests of this wood cloak the western slope of the Coast Range from its summit to the sea. This wood is unsurpassed for paper pulp and is used extensively for this purpose. It is the standard wood for airplane construction and as such is used all over the world. Spruce is also used for many kinds of general lumber and as it is a white, odorless, only slightly resinous wood, finds extensive employment in the making of boxes. It is very light and tough and is used to advantage wherever these qualities are desired.

Douglas fir, the standard construction wood of the world, grows in most parts of Clatsop County, attaining heavy stands and reaching enormous size. This wood is similar to the same variety cut in other parts of the Pacific Northwest and forms the standard lumber for general purposes.

The forests of Clatsop County contain considerable stands of cedar in some parts, the logs of this wood being used in making of shingles and specialty lumber for which this fragrant, rot-resistant wood is so splendidly adapted.

Another species of tree which, like spruce, grows in especially heavy stands and to unusual fineness in Clatsop County is hemlock. The hemlock forests of the Oregon coastal region yield logs not excelled anywhere in size and quality. Hemlock finds a number of specialty uses to which it is ad-



CLATSOP LOGS DWARF LOCOMOTIVES

mirably adapted. One of these is for flooring, a use in which hemlock is not surpassed by any other softwood in the world. Hemlock is also employed with excellent results for the manufacture of paper pulp and for many other general lumber and planing mill uses.

A careful survey of the log and lumber industry in Clatsop County by a group of experts in this business has fixed the value of the forest products of Clatsop County at \$10,000,000 annually. The logging camps of the county and of Pacific and Wahkiakum counties, Washington, in that portion directly tributary to Astoria, employ several thousand men during their almost continuous periods of operation. The lumber mills of the district employ other thousands.

A SUPERLATIVE HARBOR

WITH A MINIMUM DEPTH of 46 feet of water at mean low tide, the entrance to the Columbia River is regarded by the United States Army engineers as the safest of any bar harbor in the world.

This is in striking contrast with the harbor entrance of two decades ago, where there was scarcely more than 20 feet of water in the channel at mean low tide.

In those days the Columbia River "bar" actually existed and was rightly feared. The operation of the two great jetties at the mouth of the river, supplemented by the operation of a sea dredge, scoured the channel to a depth where the tides and currents tended naturally to deepen the water. This action became automatic and for the past seven years the annual official surveys of the river entrance have shown without exception a constant deepening and widening of the channel without additional human effort.

For the past decade the largest vessels operating in the Pacific Ocean have been able to enter and leave the Columbia River in any weather and at any stage of the tide without danger and without difficulty. This fact of the great improvement of the Columbia River entrance has been responsible for the multiplying of the trade of the seaport.

The 1925 survey of the Columbia River entrance by War Department engineers showed a minimum depth of water at mean low tide of 47 feet over a channel 500 feet in width; of 46 feet over a channel 2,000 feet wide; and of 42 feet for a width of 6,500 feet.

There are approximately 12 square miles of anchorage space in the inner harbor, giving ample location for the anchoring of great fleets of vessels, either commercial ships or men of war.

The fog-bound hours at Astoria are fewer than at any other seaport on the entire Pacific Coast.

Floods and freshets are unknown in the Columbia River at Astoria, due to the tidal action and to the immense size of the stream at this point.

Damage or delay from floating ice is unknown at Astoria.

The tidal range at Astoria averages seven feet and is not great enough to handicap the handling of cargo or of vessels.

GAUGES OF OUR PROSPERITY

ASTORIA has five banks with deposits of approximately \$8,000,000. It is significant that since the fire disaster Astoria's bank deposits have gained by one-third.

The business of the Astoria postoffice has been greater since the conflagration than ever before. Each year since the war has seen a continuous gain in the business of all departments of the office. Its postal savings department is particularly notable, Astoria ranking among the two score cities in the United States having the largest postal savings deposits. This is regardless of the size of the cities, Astoria's deposits of more than a quarter of a million dollars being larger than those of any other city of its size in the United States.

The Columbia River is shipping by water each year from 800,000,000 to 1,000,000,000 feet of lumber, nearly half of which is loaded at the tidewater sawmills of the Astoria customs district.

In the 26 months immediately following Astoria's disaster, 80 new buildings were erected in Astoria. They range to eight stories in height and to a city block in dimension, running in individual cost up to \$400,000.

The tonnage handled over the Port of Astoria quadrupled between 1921 and 1924—and is still gaining.

There were nine times as many commercial hens on Clatsop County poultry farms in the spring of 1925 as in 1920—and the poultry industry continues to expand rapidly.

Cranberry production in the Astoria district ranges up to 40,000 bushels a year, with only one-fifth of the available cranberry land in production.

War Department engineers rate the entrance to Astoria harbor as "the safest of any bar harbor in the world".

The Columbia River salmon industry has been maintained for nearly three-score years and the hordes of salmon continue without declining in numbers. The quality of the fish is the standard for the world.

During the period of agricultural depression the dairymen of Clatsop County not only escaped its effects but were exceedingly prosperous.

Astoria butter sells for a premium on the California market. Butter churned in Astoria is sold in San Francisco for a greater net profit than in Astoria, because of the premium which its high quality commands and because of the regular and rapid water transportation.

A hidden payroll, a rolling resource, the tourist traffic annually brings probably \$1,000,000 to Astoria. It is the life of Seaside and each year is coming more and more to be one of the really important phases of Clatsop County life.



MARKER OF LEWIS AND CLARK SALT CAIRN, SEASIDE

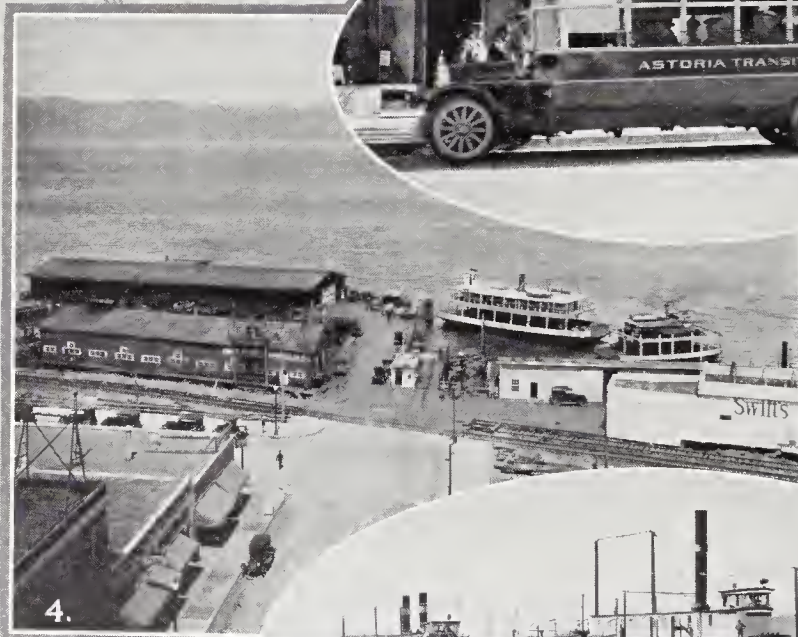


THE THREE
TOP—THE NEW CITY, 1925. MIDDLE—THE RUINS



EE ASTORIAS

UINS, 1923. BOTTOM—THE CITY THAS WAS, 1922.

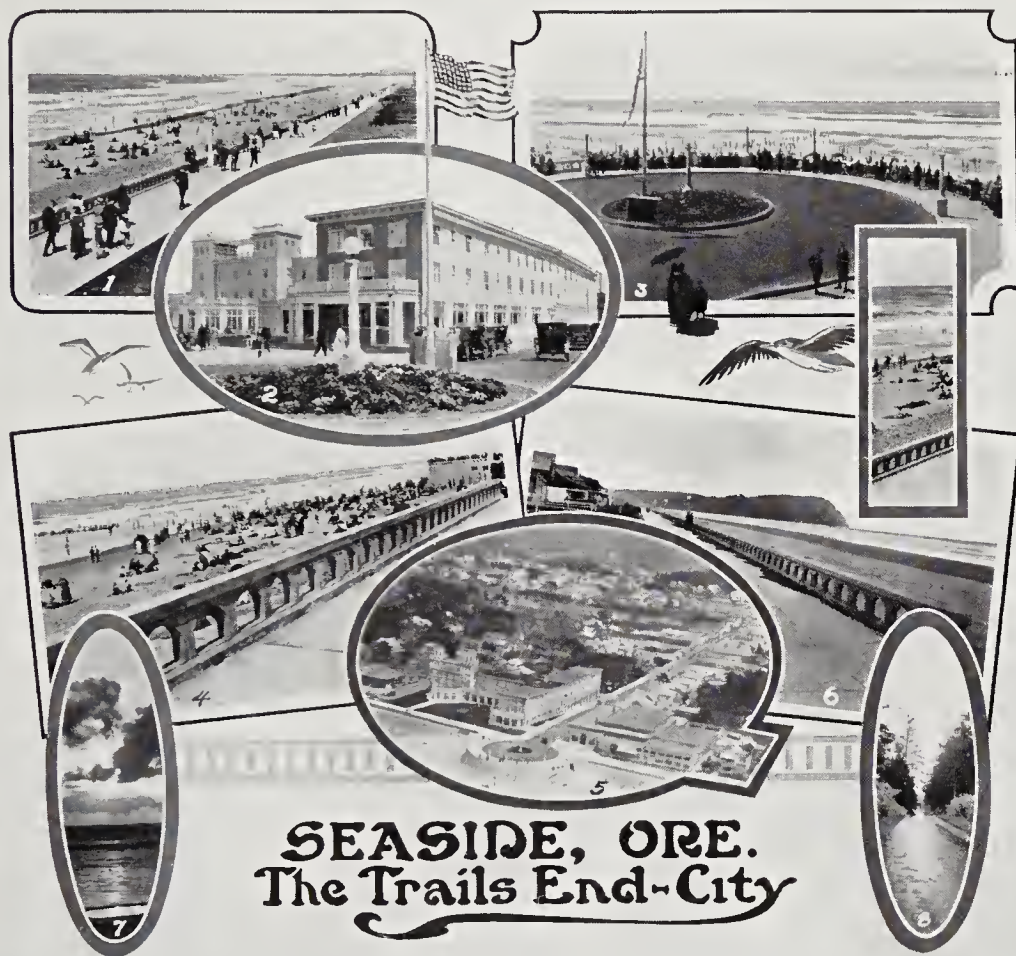


1. PASSENGER STATION, S. P. & S. RY. 2. S. P. & S. RY. CO. HIGHWAY BUS. 3. CITY BUS, ASTORIA TRANSIT CO. 4. ASTORIA-NORTH BEACH FERRIES. 5. RIVER STEAMERS GEORGIANA AND LURLINE, HARKINS TRANSPORTATION CO.

SEASIDE

SEASIDE is the Coastal Capital of Oregon. Among all of the watering places of the Oregon coast, Seaside stands out head and shoulders above the rest. The second city of Clatsop County is the resort center of the entire Pacific Northwest. It is the vacation metropolis.

Its history as a famous resort goes back beyond the railroad days, back

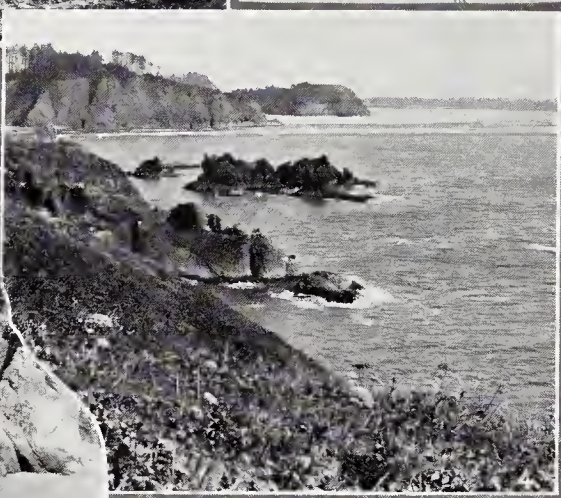
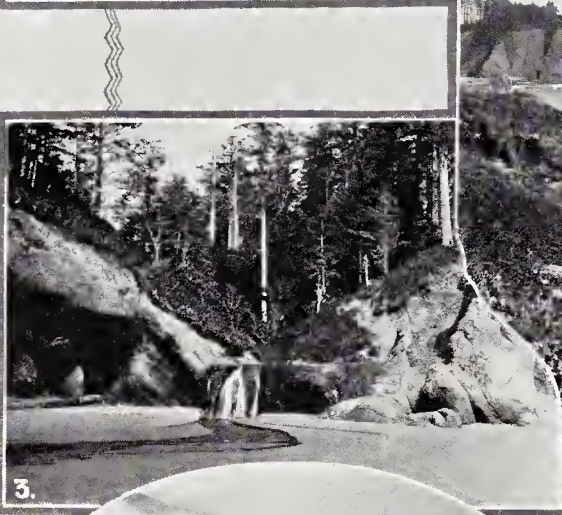


SEASIDE, ORE. The Trails End-City

1. THE PROM. 2. THE SEASIDE HOTEL. 3. THE END OF THE TRAIL. 4. THE BATHERS.
5. BIRDSEYE VIEW. 6. TILLAMOOK HEAD. 7. SUNSET. 8. A WOODLAND ROAD.

to the times of sidewheel ocean steamers, when Ben Holladay was the Transportation Titan of the West.

The extreme terminus of the Spokane, Portland and Seattle Railroad is a station called Holladay. A sporty golf links now occupies the glade in the pines bordering the beach where Ben Holladay built the Holladay House, that famous tavern where old Ben entertained like the prince he was.



SCENES ALONG OUR COAST.

1. Surf Beats Against the Headlands. 2. The Glorious Sweep of Cannon Beach. 3. Where Woodland Dell Meets the Sands. 4. Cliffs Break the Monotony of the Beaches. 5. Haystack Rock and the Needles, Cannon Beach. 6. North Head and Seaview, Washington.

That was in the early days of Seaside.

All men go to Seaside.

Just as all European travelers go sooner or later to the Cafe de la Paix, so all Pacific Northwest tourists go sooner or later to Seaside, to pace the Prom and watch the sun go down beyond the End of the Trail.

Lewis and Clark started the custom full six score years ago. Before they turned their faces eastward, the men of that epochal expedition traveled overland from Fort Clatsop on the Lewis and Clark river to Seaside, where they evaporated ocean water to furnish the salt supply for the homeward trip, building a cairn for their kettles.

This cairn still remains, a shrine, the sole physical relic of the Lewis and Clark expedition in the Oregon Country.

Seaside has all that any vacationist could ask.

It has hotels, golf links, a beach, bathing, a river, boating, a Promenade, sunsets, clams, crabs, streams, fishing, hunting, trails, hiking, highways, motor-ing, stores, play-places, cottages, homes, camps and parks.

GEARHART

Gearhart, the resort next north of Seaside is also next to Seaside in its position as an Oregon watering place.

Gearhart is not a city. It is a fashionable vacation place. It is exclusive. What Newport is to the Atlantic Coast, what Biarritz is to the Bay of Biscay, what Ostend is to the English Channel, what Nice is to the Mediterranean, Gearhart is to the Pacific Northwest.



GEARHART HOTEL

The finest beach hotel along the North Pacific Coast caps the last far-flung ridge at Gearhart's seaward edge.

Its cottages are more than cottages. They are summer homes.

Gearhart has a natural golf links, a pioneer among western links, and it has a beach of surpassing width and wonder. Gearhart is a queen among resorts.

CANNON BEACH

Cannon Beach, nine miles south of Seaside over a road of rare beauty, is the uncut gem of the Oregon coast.

Remote enough to be restful, but not so remote as to be lonely, Cannon Beach is coming more and more to be the Mecca of those who in their vacations love nature more than men. Realizing the inherent wonder of the place and the bright future which it holds as a vacation-land, Clatsop County is rapidly extending its road system more fully to tap Cannon Beach.

Cannon Beach is a series of stretches of glorious sands, backed by splendid forests and broken by magnificent cliffs, with great black basalt crags rising from creaming breakers. Even its sands sing the love of life, for they have a peculiar quality which causes the shuffling walker to set up a droning music with his heels.

Here is a wild coastline, tapped with fine roads. Here are cottages and comforts bordering a strand so bizarre and yet so beautiful that many count it quite the acme of the Pacific beaches.

MINOR BEACHES

Clatsop County has 30 miles of ocean frontage. Seaside is the center city. Geographically and commercially, it is the pivot point of the Clatsop coast line. From Fort Stevens to Seaside is one long, sweeping beach, broken only by the mouth of the Necanicum River, immediately to the north of Seaside itself.

Minor beach centers dot the coast from Fort Stevens south. There is Delaura Beach, with its picturesque sand dunes. There is Columbia Beach, with its camp grounds and grove, its glade and lake and incomparable Scotch Broom. Then Sunset Beach, with the Astoria Golf and Country Club links, and still farther south Del Rey Beach.

All of Clatsop's beaches present more than most coastline holiday resorts. The sands teem with husky razor clams. The rocks are black with rich mussels. Sea fishing can be enjoyed everywhere, in the surf, or from the rocks.

The vast stretches of hard sands offer splendid speedways. The roads are excellent. The hotel and cottage accommodations are ample.

Here the hiker finds intriguing tanglewood trails, or mountainous summits soaring above the sea.

While the North Pacific beaches have long been summer resorts, the Clatsop beaches have rapidly taken on the tone of year-round watering places. The summer will always be the season of their greatest popularity, but more and more they are being favored as winter resorts as well.

This is due to their exceptionally mild winter climate. The mercury rarely falls to freezing on the Clatsop Coast. The healthfulness of the winter climate calls to many convalescents. Outdoor recreation is enjoyable there twelve months of the year. The golf links are always green and fresh and there is never a week in the entire calendar when devotees of the game do not throng the beachside courses.



OUT WHERE THE WEST ENDS.

WARRENTON

WARRENTON, third city of Clatsop County, is essentially an industrial center. Although established in a situation of surpassing beauty bordering on Young's Bay and the Columbia River, and with the Skipanon Waterway running through its heart, Warrenton's strategic position has tended toward growth along industrial lines rather than any other.

With three sawmills, several clam canneries, two salmon canneries and two salmon by-products plants, Warrenton is a maker-city, a manufacturing center.

The beach is near at hand. The surrounding country is fertile. Much salmon fishing is done from there. Warrenton has other assets and elements, but it remains first of all an industrial city.



1. A TYPICAL SALMON CANNERY AND FISHING FLEET. 2. A WARRENTON LUMBER MILL WITH SEA-GOING SHIP LOADING. 3. BIRDS-EYE VIEW OF WARRENTON AND THE SKIPANON RIVER.

Warrenton was the first city in the United States to have a woman mayor. Later its charter was amended and it was the first city in the world to have a woman for a city manager.

Warrenton's real industrial development followed upon the improvement of the Skipanon Waterway from a little semi-tidal river into a channel capable of handling ocean vessels. This gave its lumber mills the opportunities attendant upon cargo shipments and proved the real foundation stone of the city's expansion and prosperity.

Warrenton has plans for the further development of its waterway and its industrial life. It has gone forward and it will continue to do so.

Warrenton is Astoria's smaller sister city. It has all of the advantages of harbor, of rail facilities, of rates and connections which Astoria enjoys. It is progressive. In order to be in a position to command attention from industrialists, the City of Warrenton has secured large tracts of exceptionally fine industrial property. This is a public enterprise and is offered at nominal outlay to the man who would manufacture.

THE NORTH BEACHES

Not a part of Clatsop County, but akin to it geographically, commercially, and in attractions and sympathies, the North beaches of Pacific County, Washington, offer much the same attractions as do the Clatsop beaches.

Lying immediately north of the mouth of the Columbia River is the North Beach. For more than twenty miles it runs in one unbroken boulevard of sand to the entrance to Willapa Harbor. This incomparable sand-strip has come to be known as the World's Speedway.

Beside being unbroken by rock or creek, the beach is of unusual width and smoothness and for decades has been one of the primary coast resorts of the North Pacific. It is dotted with vacation towns for its entire length, served with a highway and a railway which parallel the sea.

THE GOLDEN TRAIL

The earliest settlers in Clatsop County established their homesteads on Clatsop Plains, that rolling region of parallel ridges, smooth pastures, mottled with copses of evergreens, and flung down just behind the Clatsop beaches. They could have chosen no choicer place.

Some scores of years ago a Scotch settler caught the Old Country air of the Clatsop Plains and sent back to Scotland for some seeds of broom. The shrub has spread until today in the Clatsop Plains region it constitutes one of the most gorgeous floral spectacles in Oregon.

The blooming season of the Scotch Broom brings a glory to the Plains which words have never fit and have ever failed to mirror. Painters have gone to catch on canvas the glory of the scene and have refused to paint the whole, choosing only some isolated bush or clump, declaring, "To do on canvas what nature has done in flowers would be to invite incredulity and the scoffing of those who do not know this land". So the Scotch Broom scoffs at words and flames in yellow laughter.

This peerless blooming shrub, lining as it does the Roosevelt Highway in the Plains sector, and all of the byways as well, has brought to this section of the great trunk road the name of "The Golden Trail".



THE GLORIES OF CLATSOP SCENERY

1. The Surf a Thousand Feet below. 2. A Forest-Skirted Lake. 3. The Falls of Plymton Creek. 4. Alpinists on Saddle Mountain.
5. Looking Down on the Seal Rookeries. 6. The Slopes of Saddle Mountain. 7. Tillamook Head Breasts the Sea.

THE MECCA OF THE SPORTSMAN

CLATSOP'S CALL to the sportsman is a clear one. Here is big game, waterfowl, trout, upland birds, salmon, surf fishing, bass. For the milder pursuits there are clams, crabs, mussels along the beaches and a multitude of small game and fur animals in the forests.

Deer, bear, cougar, and bobcats challenge the hunter from the depths of the big woods. Where the forests come down close to civilization as they do in most parts of Clatsop County, the hunting is good and close at hand.

In the fall and winter the flocks of ducks which whistle over the lakes and marshes are famous far. The canvasback duck is the ruling favorite with the sportsman and the epicure.

But it is to the man of the rod and reel that Clatsop offers the greatest attractions. Here one fishes every month in the year, and here fish are of the finest.

The trout season opens in the early spring, when all of the scores of mountain streams tributary to the Columbia River and the sea lilt their summons to the fishermen. They are trout-ridden, and a state hatchery replenishes them annually with millions of young fish.

It is in the bigger, nobler, if not finer, fish that Clatsop stands out. There are many fishing regions up and down the world where excellent trout can be found, but the Royal Chinook salmon is native only to the Columbia River, while nowhere does the vicious steelhead grow larger or more courageous.

In the summer the fisherman puts out to sea off the mouth of the Columbia River, where commercial trollers take tons of salmon on their spoons. With tackle adapted to sport rather than to profit, the most experienced angler finds a match for his best strength and keenest skill in the Chinook and Silverside salmon.

There is no grander sport in all the world than to have a 50-pound Royal Chinook salmon on light tackle with all the Pacific Ocean to fight him in.

This sport is still in its infancy, but it is yearly becoming more popular. Suitable boats are now available throughout the summer to take the fishermen to the salmon seas at a nominal cost. Fishermen now are coming from over the Northwest, and even from the East, to match their wits and wiles with the Lord of Salmon.

Then in the fall the salmon trout, in reality sea-run cutthroats, come swarming into the coastal streams bound for the spawning grounds and furnishing sensational sport at a time of year when the fishermen in less favored lands are laying their tackle by.

In the dead of winter, when the vast majority of American streams are locked in ice, or are closed by the restrictions of the law, the steelhead trout come home from their sojourn in the sea.

These great silver fish, weighing up to 20 pounds, and carrying in their shining bodies more of brilliant battle to the pound than any other fish of sea or stream or lake, come tearing into the Clatsop streams. They are a daring challenge to the fisherman. They are sport incarnate—and they come in January and February.

This is the place to fish.



THE LAND OF LURE FOR THE MOTORIST

1. On a Ridge Paralleling the Sea. 2. A Road Ribbon Girdling Rare Cliffs. 3. The Peerless Panorama from Clatsop Crest. 4. How the Highway Climbs to Clatsop Crest. 5. A Fragment of the Golden Trail. 6. World-Famous Waddy Loops. 7. Tourist Auto Park.

THE MOTOR-LAND SUPERB

SINCE TIME BEGAN the Columbia River has swept down from her glacier cradle, bringing the richest elements from an empire to build up the farm lands of surpassing fertility about Astoria.

Since civilized history began in the Pacific Northwest, the Columbia River has brought men down to Astoria, building that city and its environs.

Today, more than ever before, a tide comes rolling down the river, a tide of humanity, rolling on rubber tires over one of the world's peerless highways paralleling the great stream down to Astoria and the sea.

The pathfinders of more than a century ago came to found an empire. The modern trailsmen come to find open days on open roads, natural beauty much as it was in the old, wild days, and to enjoy that empire.

There are lovely lands throughout all the Pacific Northwest, but there are few so well supplied as Clatsop County with the roads and highways which are the first concern of the gypsy of today.

Astoria stands at the crossroads. There two of the arterial highways of America converge. Not only are these primary roads in a national sense, but they are roads leading through a land so beautiful and located so sublimely that their fame spreads as their travelers scatter to the uttermost parts.

The Columbia Highway runs down the great river from the heart of the continent.

The Roosevelt Highway skirts the very edges of the coast from California to Astoria. It is not wholly completed yet, but it will be in a few years and even now it affords long, glorious surf-side stretches high above the beach, looping into the great Pacific Highway which parallels the coast through the heart of the hinterland.

The motor tourist who comes to Clatsop County cannot be disappointed with the opportunities for intriguing tours. They are on every hand.

The through tourist comes by the Columbia Highway and swings down the coast and back inland by the Roosevelt Highway, or crosses the Columbia to the Ocean Beach Highway of Washington and whirls away north through that state.

The exploring motorist comes to Astoria, makes it his base and spends a week on short trips out from the city, along the river, to the beach, into the mountains, through the great forests.

Stretch out your left arm, palm down, the fingers extended. The back of your hand is Astoria. The wrist leading to it is the Columbia River Highway, the greatest paved scenic road in the world. The Columbia Highway is unique and, as the wrist is the greatest of the elements reaching the hand, so the Columbia Highway is the primary factor of motoring ingress and egress for Astoria.

Each of the fingers stretches out as an essential element in the road system of Astoria's environs. The thumb is the route across the Columbia River, north to the beaches of Southwestern Washington, a wonderful district, which, though in another state, is primarily tributary to Astoria.

Admirable ferry service connects Astoria with the north shore of the Columbia.

The index finger of your hand is the road to Warrenton, Clatsop County's growing commercial city on the Skipanon Waterway and the Columbia River. From Warrenton it runs to Hammond and Fort Stevens.

The second finger is the great Roosevelt Highway down the coast. It is the road to Gearhart, to Seaside, and to Cannon Beach. It does not even stop there, but runs on south along the Oregon coast to Tillamook, swinging back from there to Portland and making a splendid loop trip for the motorist.

There are two roads represented by the third finger. Both are paved. One taps the Lewis and Clark River valley, the other runs up the Youngs River valley. Here are rich dairy lands, fine farm regions, and out of the upper reaches of the two valleys comes untold timber wealth.

The little finger represents a road whose possibilities are anything but little. It is the Nehalem Highway and runs south from Astoria into the fertile Nehalem valley, traversing that farm and dairy region and emerging ultimately in the Willamette valley of Oregon.

HO! GOLFERS

A pioneer in the province of golfing, Clatsop County has held to the fore during all of the sensational rise of the game's popularity in the United States.

The links at Gearhart was famous on the Pacific Coast a quarter of a century ago. It comes as nearly being a natural links as God ever laid out. Today

Quite the opposite in composition is the Seaside course. In place of the long, open holes of the Gearhart links, which take their difficulty and charm from their very simplicity, the Seaside course wanders and hides among copses



GOLF COURSE—ASTORIA GOLF AND COUNTRY CLUB

of evergreens, flashing across a lilting river, and haunting the golfer with its vagaries which require either cautious or consummately crafty golf.

The Astoria club course at Sunset Beach, however, is the queen of them all. Every community has a course which some famous player has likened to St. Andrews, but here is one which has been compared—and favorably—with all of the famous links which line the east coast of England and Scotland.

AGRICULTURAL CLATSOP

CLATSOP COUNTY, literally, is "a land flowing with milk and honey", for these are two of the important agricultural products—these and eggs and butter.

In a figurative sense Clatsop also flows with milk and honey.

It is rich in opportunity for the farmer of every estate.

Have you nothing? You can get rich cut-over land for \$10.00 an acre and can make your own farm. Hundreds of men are doing it today. They go into the country with nothing save their hands and make homes beside wide highways. This cut-over land is unexcelled for berries and for the raising of chickens. Thus a family's living is made and something laid by while the land is being cleared.

You are a farmer of only moderate means? Then Clatsop offers the same agricultural opportunity as any rich coastal country in a region where land is yet cheap, but where transportation and co-operation have made markets exceedingly good.



TIDELAND, PAVED ROAD AND PUREBREDS

You are a country gentleman of wealth? Then in Clatsop you may have picturesque rolling plains skirting the sea for your flocks and herds, or you may have tidelands of a richness comparable with the diked lands of Holland.

It is to the humble farmer, the home-seeker, that Clatsop County has its greatest appeal. As a land just coming into its agricultural development, it offers the shining chance of "growing up with the country".

Horace Greeley urged the young man so decades and decades ago, and in Clatsop the opportunity yet remains. Oldest American commonwealth on the Pacific Coast, it still is new.

LAND IS VERY CHEAP

Land is available—and land is cheap.

The poultryman in particular has a sterling opportunity. As has been said, cut-over hill land unsurpassed for egg production and near good highways can be secured for \$10.00 an acre.

The man with next to nothing can establish himself upon rich diked tideland. Ten years ago William de Jong came with his family to Brownsmead, a district of reclaimed tideland near Astoria. He had \$35.00 in the world. Today he is one of the outstanding successful farmers of Clatsop County. His children have been educated in college. His farm is equipped with every modern appliance and device.

He is but one out of scores—and he started on \$35.00.

Owing to the exceedingly mild and equable climate of Clatsop County, expensive buildings and farm establishments are unnecessary for the protection of cattle, poultry and other flocks. Snow rarely covers the ground for a week during an entire winter. The coldest weather recorded in Astoria was



A TIDE-LAND FARM

8 degrees above zero, while the average minimum during the winter is about 16 degrees. Many parts of the county are even warmer. The maximum temperature recorded in Astoria as far back as the government records run is 96 degrees.

The Astoria Chamber of Commerce makes a specialty of assisting new settlers. It maintains a free land-listing service. Available farm lands are listed with it. The Chamber charges nothing for placing settlers upon suitable tracts. It is not in the real estate business and advises the newcomer honestly regarding land values and what he can expect to pay for certain property and make a reasonable return.

EXPERT, SCIENTIFIC AID

Not only is the settler assisted in becoming established, but public agencies aid him in making a success. Clatsop County maintains an unusually efficient county agricultural agent's office, which brings direct to the farmer trained counsel from one who makes a special study of the needs of the Clatsop agriculturist, and who keeps him in contact, often personal contact, with the leading experts of the state, sent out by the state agricultural college.

This office is maintained jointly by the county, the state and the federal department of agriculture. It brings direct to the farmer the best advice of these three agencies.

The John Jacob Astor experiment station, located three miles from Astoria, is the state experiment station for the coastal region. It specializes in dairy investigations and in the development of crops and practices suited to the dairy industry of the Oregon coastal country.

Discoveries and methods evolved at this station have been and are continuing to be of enormous benefit to the Clatsop farmer. The last state legislature took cognizance of the unusual contribution which this station has made to the prosperity of the entire coast district of Oregon and doubled its state appropriation.

CLATSOP A FARM HOMELAND

Thus, Clatsop County is essentially a homeland—a homeland and a land of success for the farmer of limited means.



HARD BY ASTORIA

It is not a stock land, where beef and only beef is raised. It is not a fruit land, where only fruit is grown and where a man's fortune is broken overnight by a single frost. It is not a wheat land, where a man must grow wheat or starve—and often grows wheat and starves, too.

In Clatsop the wise farmer grows upon his own land almost everything which his family and his stock consumes for food.

Modern practice in the Astoria region leads the dairyman to heavy production of roots and ensilage, as well as hay, with the result that he purchases only a minimum of feed.

In whatever line of agricultural endeavor a Clatsop County farmer may specialize, he finds that other crops and other endeavors prosper as well, and that he is able to make a home and a living, as well as profits. He grows much of his family's food and is not forced to spend all he earns for the necessities of life.

Suppose a man be a dairyman in Clatsop County. Besides the cream which he sells and whence come his profits, he supplies his family with dairy products. The skimmed milk goes to invigorate his hens, and the family has eggs and meat. The farm garden produces lavishly, and he has vegetables.

Fruits are grown easily and with little care—some even wild—in great profusion.

So Clatsop is a home-farmland.

It is a place in which to make a rural home, as well as money.

DAIRYING DOMINATES AGRICULTURE

In a country where the conditions of climate and soil are such as in Clatsop County, dairying was foreordained to be the primary agricultural activity. In the very beginning of things it was so, for the natural elements in rural life about Astoria are such as to presuppose that milk production would prove the most profitable of all forms of rural activity. So it is.

Agricultural economists who have made a study of the situation declare that in Clatsop County the investment per head of cattle is as low as anywhere in the entire United States, and far lower than in most places.

First of all, the outstanding favorable factors in Clatsop's eminent position as a dairy region is that of climate. Clatsop winters are so mild that cattle pasture out of doors the year round. Snow lies on the ground for very few days of the year and the pastures are not killed by excessive frosts.

Root crops are allowed to remain in the field through the winter, being harvested only as they are needed. Expensive barns and other farm buildings are unnecessary because of the mildness of the weather.

At the same time, the summers are also favorable by their mildness. The pastures do not burn up. They remain bright and green throughout the hottest periods of the summer. Milk production is not cut by excessive heat.

While dairying is practiced with rich returns in all parts of Clatsop County, it reaches its acme on the deep, damp, rich alluvial tidelands along the Columbia River and its tidal tributaries.

TIDELANDS ARE UNIQUE

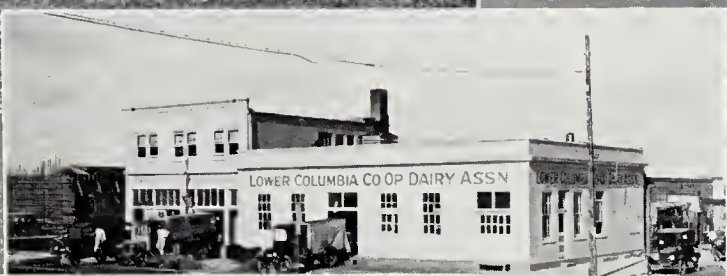
To the average farmer the mention of tidelands calls up a picture of flooding and of pumping for drainage, yet both of these are entirely unknown on Clatsop County tidelands.

Clatsop County's "tidelands" deserve a word of their own. Students of agriculture have found them unique. They should not be confused with overflow lands, nor with marshlands. They do not overflow when diked—and they are diked. They drain automatically through the action of the tide.

Tidegates, which are in reality huge valves, close when the tide rises, permitting no water to flow into the natural drainage sloughs. The ebbing of the tide permits the gates to open, allowing the accumulated drainage water to flow out.

In some senses the term tidelands is a misnomer. The river water outside the dikes is not salt. It is merely the back water from the immense flow of the Columbia River and is not affected by the tide to the point where it is even brackish.

The enormous size of the Columbia River estuary which these tidelands border, as well as the effect of the tide, makes flood danger or damage impossible. Regardless of how great are the floods and freshets of the upper portions of the Columbia Basin, the floods are absorbed in the great reaches of the



ELEMENTS OF CLATSOP'S PROSPERITY

1. In the Rich, Diked Brownsmead Country.
2. The Parent Plant of Oregon's Cooperative Success.
3. Here Ice Cream is King.
4. Dividend-returning Biddies.
5. A Typical Clatsop Dairy.

estuary. Even though the increased water flow might be sufficient to raise the level of the Columbia, tidal action prevents flooding, as the tide simply does not rise in the amount of the freshet's effect.

Irrigation is not practiced in Clatsop County, for two reasons—the ample rainfall and the moist nature of the tidelands. The average water table on these tidelands is three feet. On the uplands the rainfall is sufficient for all agricultural needs.

RAINFALL BOON TO FARMER

The Oregon coast has long been famous for its rain. The general impression may have been gained that its rainfall is excessive and a drawback to agriculture. Quite to the contrary, it is a highly important factor in the very genuine success of Clatsop agriculture.

The average annual rainfall is slightly less than 60 inches, and it is well distributed throughout the year.

The richness of the tidelands provide a vast abundance of succulent feed. Production of roots, hay and ensilage reaches heavy averages. Two crops of hay are frequently cut.

Roots are grown universally. Rutabagas and mangels have a prominent place on every farm in the county and they afford excellent feed in very large quantities. Many Clatsop dairymen average 35 tons of roots to the acre, with yield of 40 tons by no means uncommon.

Many of the tideland districts actually prove too rich for some phases of crop production. In the growing of ensilage, for example, the crops grow so rank and to such extreme heights that they frequently must be cut before attaining their full growth in order to keep them from falling. In the Brownsmead district progressive farmers fill 125-ton silos from six acres of oats and peas or oats and vetch.

The active, intelligent farmer on tideland can produce four tons of hay to the acre without difficulty. In many places two crops are cut each summer without irrigation. The universal practice is to pasture the meadows until late spring, to cut the hay in the early summer, and again to pasture the meadows throughout the balance of the year.

These examples of dairy crop production in Clatsop County are not based on isolated instances of superior yields, or upon "stunt" productions, but are an actual reflection of the results of intelligent farming in the splendidly productive tidelands which are found in the vicinity of Astoria.

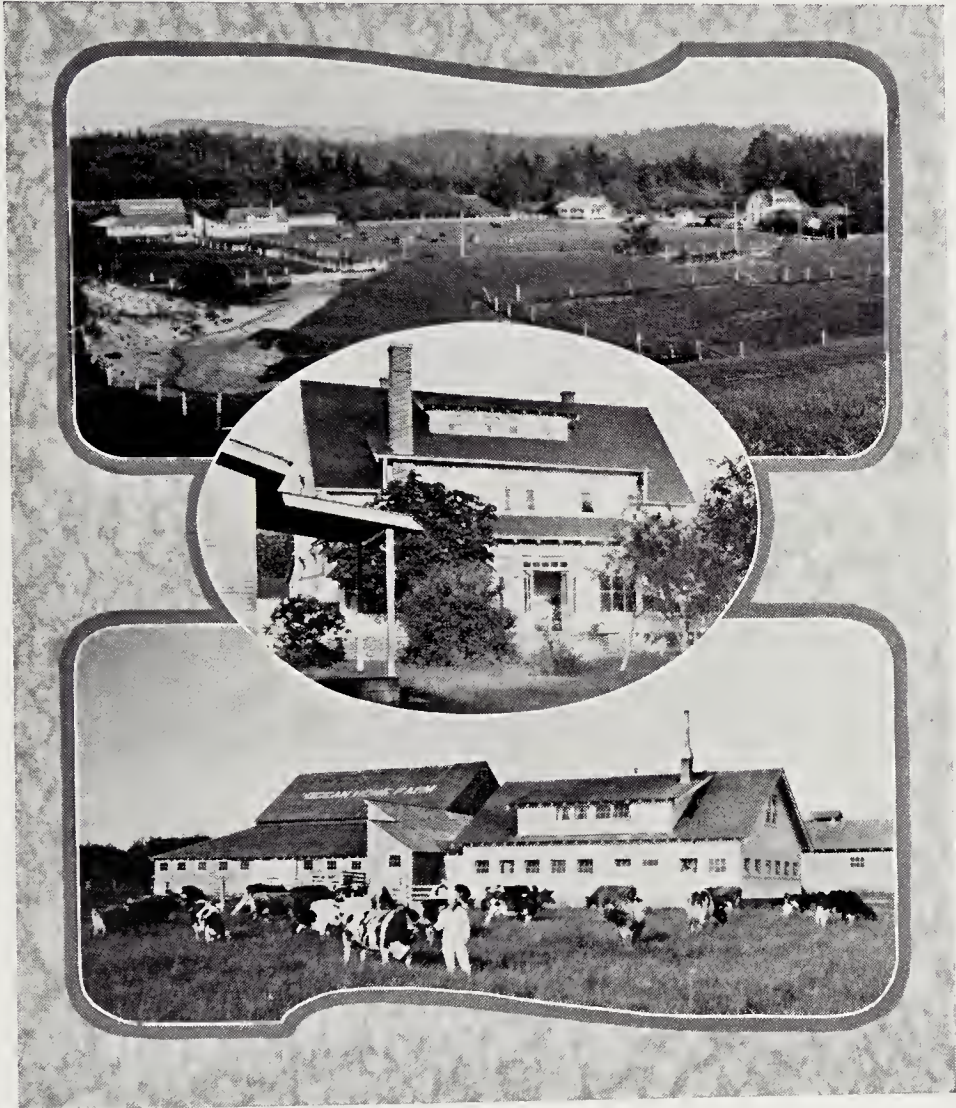
Moreover, vast areas of these tidelands are yet available. Clatsop County is not supporting nearly its maximum of cows. The dairy business is growing rapidly and with increasing gains each year, due to the recent developments of stable and favorable markets.

Testing for tuberculosis has long been practiced in Clatsop County and now every animal in the county is tested annually. The result has been the practical eradication of bovine tuberculosis in the county and Clatsop is now a part of the largest tuberculosis-free area accredited by the United States Department of Agriculture.

There is no better testimony to the value and productiveness of these Clatsop tidelands than that the federal farm loan board will loan \$100.00 an acre on any of this tideland.

A FAMOUS FARM MARKET

The dairy markets in Astoria are one of the brightest elements in the Clatsop dairyman's success. They have been developed within the past few years and have given a new impetus to the dairy industry. Through strict cream grading and the manufacture of quality-plus butter and ice cream, Astoria dairy products have achieved a distinctive name throughout the Pacific Coast and command a premium on the market.



A MODEL DAIRY FARM IN CLATSOP COUNTY

Through the exercise of cream grading, Astoria plants have found it possible to pay the dairyman well above the state's ruling market price for his butterfat. This premium is never-failing and runs from one to four cents a pound.

POULTRY MEANS PROFITS

Of all the agricultural enterprises of Clatsop County, poultry production is the most attractive to the man of moderate capital. The initial investment is slight, the harvest is quick and the return is sure for the poultryman who will work and who has had experience or will follow the trail blazed by hundreds of successful poultry growers who will be his neighbors.

The market for Clatsop County eggs is unlimited. It has been made so through the entrance of many of the larger egg-producers into the big Northwest co-operative marketing organization, which opens to them all America as a market and which uniformly brings a higher average return than individual marketing.

In the five years from 1920 to 1925 the number of hens in commercial flocks in Clatsop County multiplied nine times and the progress is continuing steadily. The peak of favorable production is nowhere yet in sight and the prosperity of the poultrymen increases as their numbers grow.

Ten acres of logged-off land are ample for the man who would start a poultry ranch in Clatsop. Inasmuch as this logged-off land is very cheap, there is no reason why any poultryman should not have ten acres to start with.

The necessary buildings are very cheap, in view of the mild winters. Comprising as it does one of the lumber centers of the world, Clatsop County affords the necessary lumber at a reasonable price. This soft, equable climate reacts in other directions to the benefit of the poultryman. Green feed is available the year around, as kale lives through the average Clatsop winter. At the same time, rape and such crops afford green feed in March and April when it is invaluable to the tiny chicks. During the most severe winter in the history of the poultry production as an important industry in Clatsop County, growers reported practically no falling off in winter production during the cold snap, while the price of eggs skyrocketed as a result of the severe blow dealt to egg production in other parts of the Northwest.

The mild summers at the same time are favorable to egg-laying, the hottest summer weather having practically no effect upon the product of the flocks.

The summer resorts near Astoria afford a ready market for poultry and consume an enormous quantity of fresh fowls.

So favorable are Clatsop conditions to poultry raising that many growers establish themselves firmly within a few months.

CRANBERRY CROPS WORLD'S HEAVIEST

Cranberry culture is a highly specialized branch of Clatsop agriculture. Despite the high cost of bringing a cranberry plantation into profitable production, the business has grown by sensational strides.

The yield of the Clatsop County cranberry bogs is by far the highest in the United States, more than 500 bushels having been harvested from a single acre.

The West is greatly underproduced from a cranberry standpoint and only a small proportion of the cranberries consumed on the Pacific Coast yet are grown here. This insures a favorable market for the Clatsop product, which ranks in quality with the very finest of the East.

Another thing, only approximately one-fifth of the available high-class cranberry land in the vicinity of Astoria is in production.



THE HARVEST ON A CRANBERRY PLANTATION

CLATSOP HONEY NATION-KNOWN

Fireweed—willow-herb—that is the essential element behind Clatsop county's rapidly growing importance as a honey-producing district.

Fireweed is a tall plant with a brilliantly beautiful pink bloom, which, by some strange freak of nature, flourishes best in the wake of fire. When the logged-off lands have been burned over, fireweed springs up in great profusion, affording bee pasture of extreme richness.

While Clatsop's fields and forests afford excellent bee pasture of other kinds, it is the fireweed which produces the heavy, fragrant, water-white, transparent and super-sweet honey which is carrying the name and fame of Clatsop throughout the country. This fireweed honey has peculiar characteristics of color, clarity and richness which have won for it the abiding admiration of connoisseurs.

It is only within the past few years that honey production has become a commercial business in Clatsop. It has only been recently that men have devoted themselves entirely to apiculture and have made their living at it.

Thanks to the fireweed and the high prices which its honey commands, the scientific bee-keeper prospers and advances in the favorable conditions which Clatsop affords. The nectar yield of the fireweed is unusual and very large production averages are the result. Herman Ahlers, dean of Clatsop bee-keepers, gets an average production, year in and year out, of over 150 pounds per colony. It is not considered at all unusual for a single colony to multiply five times during a summer, with the total honey production of the parent colony and its offspring reaching 600 pounds.

VEGETABLE GROWING COMES INTO ITS OWN

While vegetables, truck and small fruits have long been a staple product of Astoria's agricultural environs, they are now coming into their full importance with the establishment at Astoria of a large vegetable cannery as an adjunct of the Sanborn-Cutting Company's big salmon packing plant.

As may easily be surmised, Clatsop's deep, rich tidelands are producers of vegetables of exceptional quality and in enormous quantities. The same soil characteristics which produce heavy yields of root crops for dairy feeding also give unusual returns for the truck gardener and vegetable grower.

Astoria and the summer resorts have always been favorable markets for small fruits and vegetables, but the market situation in Astoria has been strengthened incalculably by the initiation of the cannery enterprise. This cannery is being built up into a packing plant of real magnitude and, backed by strong resources and long experience in the canning business, together with the illimitable production possible on the thousands of acres of fertile tidelands, its future is assured and with it the future of Clatsop truck gardening.

The tidelands, the depth of whose soil has never been sounded, never become actually dry. They are composed of the rich elements washed down by the rivers through long ages. Their fertility is unplumbed and their possibilities as rich as their loam.

Here again the tidelands offer shining opportunity for the newcomer. The combination of this deep tideland and the berry-growing uplands, found in juxtaposition on so many Clatsop farms affords a valuable holding on which success for the active, progressive farmer is a certainty.

A RARE RURAL ROAD SYSTEM

Clatsop County's road system, and it is a system famous for its thoroughness, even in Oregon, taps every agricultural portion of the county. Not only is the system one of comprehensive scope, but it is one of excellent roads.

With great paved highways on two sides of the county and with two more extending into its heart, the great majority of the farms of the county either touch a paved road or are within a mile of one or the other.

Not only do the farmers located off the paved highways have road facilities, but they have all-year roads, good roads, macadamized and maintained by the county engineering department.

Despite the heavy rainfall of the coastal region, these roads are always in good condition, always fitted for motor travel, and few indeed are the farmers of Clatsop County who do not own automobiles and trucks.

AN INVITATION

You have finished our little booklet. We trust that it has brought you the message we have tried to give it.

If it has interested you, if Clatsop intrigues you, we shall be happy to tell you more of our country.

The Astoria Chamber of Commerce has prepared a number of booklets which elaborate upon the story and it will be glad to furnish you with them.

Among them are:

A Tourist Booklet of particular interest to the motorist or traveler who seeks to penetrate this vacation wonderland;

An Industrial Survey for the business man, the manufacturer, the investor;

A Study of Clatsop Agriculture for the man who seeks a rural home where land is cheap and where farm prosperity is almost guaranteed;

The Story of the Columbia River Salmon for those interested in these wonderful fish, their habits and the industry which brings them to the world's markets;

A Road Map of Clatsop County for the Man Who Motors.

ASTORIA CHAMBER OF COMMERCE

Astoria, Oregon

Astoria

CLATSOP COUNTY

Oregon

